

# Association of Fundraising Professionals

## Fund-raising News, Research and Information for the Education Sector

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This section in the *International Journal of Educational Advancement* is provided by the Association of Fundraising Professionals (AFP). With nearly 28,000 members in more than 185 chapters around the world, AFP is uniquely positioned to provide readers with the latest in research and information. Drawing on the wealth of expertise of AFP members and volunteer leadership, AFP conducts research on nonprofit fund-raising and trends. In this issue, we highlight the results of the AFP 2006 *Compensation and Benefits Survey*. Questions or queries should be directed to [jobrien@afpnet.org](mailto:jobrien@afpnet.org) or visit the AFP website at [www.afpnet.org](http://www.afpnet.org).

### About the Association of Fundraising Professionals

The Association of Fundraising Professionals (AFP) is an international membership organization based in the United States that works to advance philanthropy through advocacy, research, education, and certification programs.

For more than 40 years, AFP has been the standard-bearer for professionalism in fund-raising. Members sign their adherence to the AFP *Code of Ethics and Standards of Professional Practice* every year when they renew their AFP membership. First adopted in 1964, the AFP *Code*, as it is commonly referred to, provides members with a set of guidelines involving professional fund-raising practices. In addition, a member-driven Ethics Committee enforces the AFP *Code*, ensuring members are held to the standards set forth in its guidelines. By signing the AFP *Code*, members make a pledge to avoid unethical fund-raising or face reprimands, removal

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from chapter and association activities, and also public expulsion from AFP.

In addition, members are able to take advantage of discounts for AFP conferences and educational courses, and also receive discounts on books through the online AFP Bookstore, one of the largest offerings of specialized books on fund-raising, volunteerism, and philanthropy.

Membership to AFP also provides a subscription to the bi-monthly, award-winning magazine, *Advancing Philanthropy*, free access to the AFP Resource Center, the weekly e-newsletter, *eWire*, and access to studies and research conducted by AFP.

For more information, or to join AFP, visit [www.afpnet.org](http://www.afpnet.org).

## US education sector salaries fell in 2005

The average salary of all respondents to AFP's 2006 *Compensation and Benefits Study* dropped in 2005 by 16.7 percent from the 2004 average of \$80,685. In 2005 the mean salary was only \$67,101. The education sector fared no better, with a 21.6 percent drop in salary from the 2004 figure of \$87,355 to \$68,492.

The median salary for the education sector respondents showed a sharper decline than most of the other categories. The top six sectors by number of responses include the arts/cultural, religion-related, health services, social service, consulting, and educational sectors. These sectors make up over three quarters of the total respondents in the dataset. The 2005 median salary in the education sector was \$61,000, a steep 24.6 percent drop from 2004's median of \$80,938.

The 2005 average salary for a fundraiser in the education sector is only \$1,000 higher than what he or she was being paid in 2002.

The good news is, among the six sectors from which AFP received the most respondents, the education sector still ranks in the middle to upper middle salary range when looking at respondents in the top six sectors. Education fund-raisers are making more than those in the arts and cultural sector, which had an average salary of \$62,609, but are making less than those in the health services sector, which on average showed a salary of \$74,078.

So what accounts for this year's drop in figures? The answer may lie in the respondents themselves.

According to Cathlene Williams, Ph. D., CAE, AFP vice president of research and training, who wrote and conducted the 2006 study, the drop may be attributed to a factor of experience in this year's respondents. "One possible reason for the average decrease in salaries from 2004–2005 is a substantial increase in the percentage of survey respondents who have less than 15 years of experience," Williams said in the July/August 2006 issue of AFP's *Advancing Philanthropy* magazine.

Williams noted that respondents with less than 15 years of experience on the whole reported lower salaries in 2005 than in 2004. The study in fact shows that the percentage of respondents with less than 15 years experience was 66 percent in 2005, up greatly from 36 percent in the previous year.

AFP publishes the *Compensation and Benefits Study* annually and distributes the entire report to all AFP members free of charge. To find out



more or to join AFP, visit [www.afpnet.org](http://www.afpnet.org) or contact AFP at 800-666-3863 or outside the US and Canada call 703-684-0410.

## **Attend the 2007 International Conference on Fundraising in Dallas**

Register today for the AFP International Conference on Fundraising, March 25–28 in Dallas. Registration fees are even *lower* than last year!

With new sessions, new speakers, and unlimited networking opportunities, the AFP International Conference on Fundraising gives you the perfect opportunity to gain new skills, learn about the latest fund-raising techniques and trends, as well as time to unwind

with colleagues and friends. Only a state as big as Texas could hold a conference as big as this one!

Invited plenary speakers include Mary Tyler Moore and the Honorable Rudy Giuliani. The Distinguished Speakers Series is also returning—and is included in your registration fee. With more than 130 sessions and the largest exhibition of fund-raising and nonprofit management suppliers, the AFP International Conference on Fundraising is the must-attend event of 2007. Make plans to join your fellow fund-raising and nonprofit professionals in Dallas.

To find out more about the AFP 2007 International Conference on Fundraising, visit <http://conference.afpnet.org/2007>